Advanced Master's Degree
MBA in Dental Clinics Administration and Management

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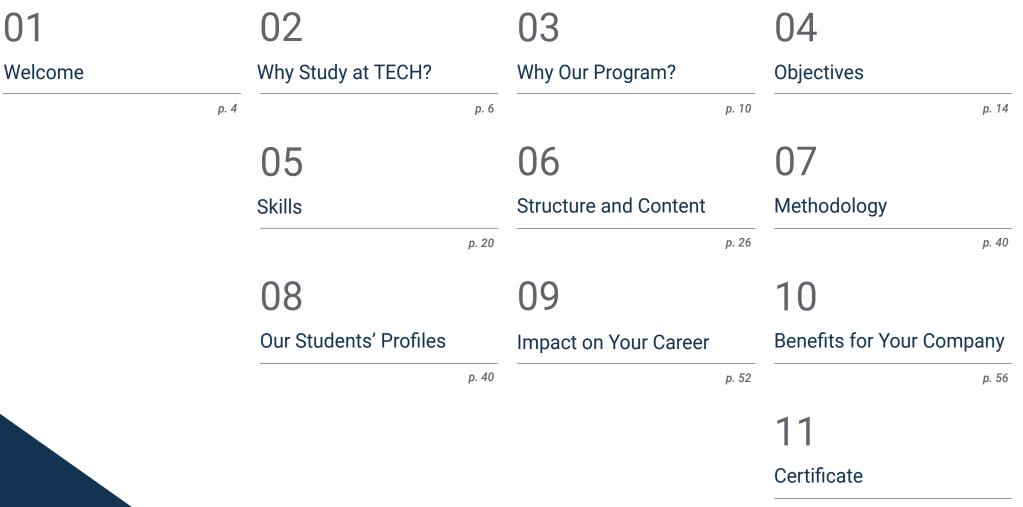
tech technological university

Advanced Master's Degree
MBA in Dental Clinics Administration and Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/in/school-of-business/professional-masters-degree/professional-masters-degree-mba-dental-clinics-administration-management**

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01
Welcome

The increase in the number of dental clinics has made this one of the most competitive sectors today, so professionals must seek differentiation in their business model. To this end, it is essential that managers are trained in the management and direction of this type of companies in order to acquire the most specialized knowledge in business management and team management, which will guarantee their business success. Thus, complementing studies in dentistry with higher qualifications at the business level will be essential to successfully manage a business of this type, improving competitiveness and adapting the company to new changes in the sector and society.

Advanced Master's Degree MBA in Dental Clinics Administration and Management. TECH Technological University

The specialization in management and direction of dental clinics will provide professionals with the necessary skills to achieve business success"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

" *TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04
Objectives

This program is designed to strengthen students' management and leadership skills, as well as to develop new competencies and skills that will be essential in their professional development in this field. After completing the program, they will be able to make global decisions with an innovative perspective and an international vision, thus achieving an improvement at a personal and professional level, but also a positive change in their company that will allow them to stand out in the sector.

"

TECH's main objective is to help you develop the essential skills to strategically manage dental clinics"

Your goals are our goals.
We work together to help you achieve them.
This Professional Master's Degree in MBA in Dental Clinics Administration and Management will train you to:

01 Define the latest trends and developments in business management

03 Develop strategies for making decisions in a complex and unstable environment

02 Build a plan for the development and improvement of personal and managerial skills

04 Develop the ability to detect, analyze and solve problems

05 Develop the essential competencies to strategically manage the business activity

07 Design innovative strategies and policies to improve management and business efficiency

06 Explain the company from a global point of view, as well as the responsibility developed by each area of the company

08 Formulate and implement growth strategies that adapt the company to changes in the national and international environment

09 Use theoretical, methodological and analytical tools to optimally manage and direct clinical-dental businesses, effectively differentiating themselves in a highly competitive environment
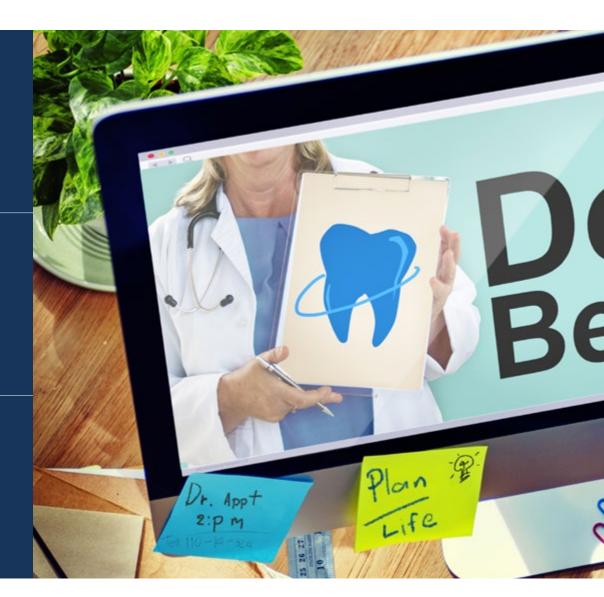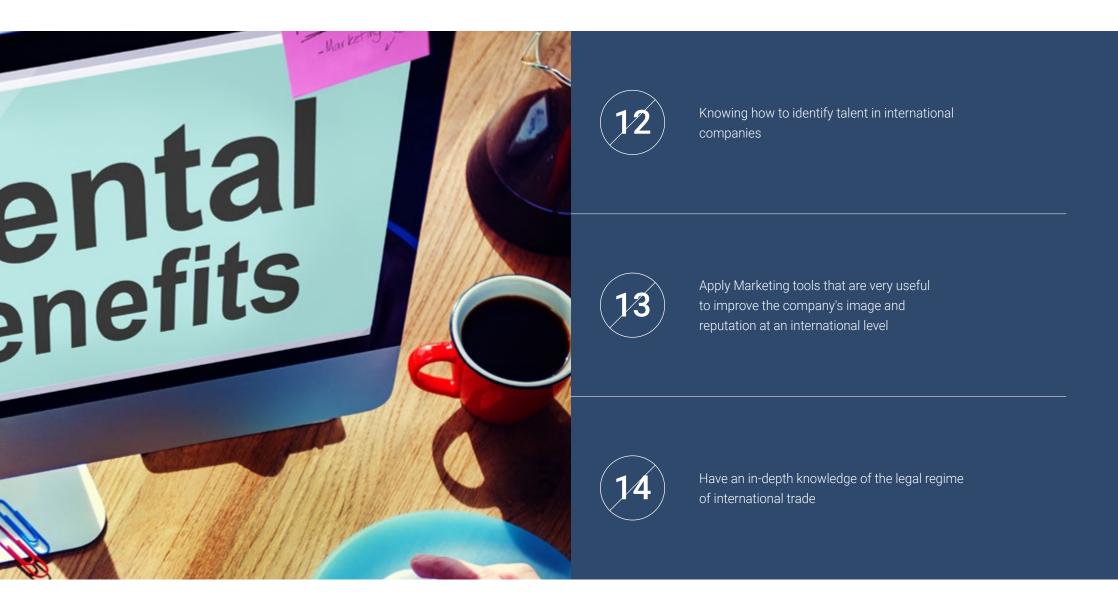
10 Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities

11 Foster the acquisition of personal and professional skills that will encourage students to undertake their own business projects with greater confidence and determination

12 Knowing how to identify talent in international companies

13 Apply Marketing tools that are very useful to improve the company's image and reputation at an international level

14 Have an in-depth knowledge of the legal regime of international trade

Skills

After passing the evaluations of this Professional Master's Degree in MBA in Dental Clinics Administration and Management, the professional will have acquired the necessary competences for a quality and up-to-date praxis based on the most innovative didactic methodology. It will undoubtedly be a unique opportunity to develop in a field that demands a high level of qualification from the professionals who work in it, for whom it is important to continue updating their knowledge throughout their careers.

"

Develop the skills you need to succeed in a booming industry"

01 Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02 Being part of and leading the company's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

04 Correctly manage teams to improve productivity and, therefore, the company's profits

05 Exercise economic and financial control of a company

06 Control the company's logistics processes, as well as purchasing and procurement

08 Apply the most appropriate strategies to support E-commerce of the company's products

09 Focus on innovation in all processes and areas of the company

07 Delve into the new business models associated with information systems

10 Hierarchize the role of each of the members of the team within the dental clinic
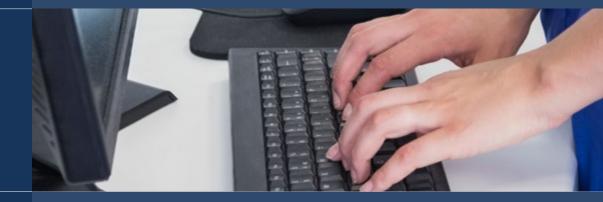
11 Adequately manage existing strategies for the incorporation, remuneration and attraction of human capital talent

14 Conduct satisfaction surveys to develop and implement improvements that meet the needs of patients in the dental clinic

12 Effectively apply the hiring modalities to manage the payroll and thus achieve a correct formalization of the remuneration of the members of the dental clinic team

13 Define action protocols that allow a correct performance of the tasks in the dental clinic, incorporating monitoring tools for the control and evaluation of applying these protocols

15 Detect and anticipate new management trends in the clinical-dental sector

16 Know how to manage and lead a work team in the clinical-dental environment

18 Define and evaluate supplier, sourcing and supply selection processes, contributing to ensure the flow of materials necessary for the proper functioning of the clinic

19 Control stocks in an efficient way, thus improving the management of fixed capital

17 Organize and implement the purchasing function in a clinic

20 Negotiate in an intelligent and simple way to obtain the most favorable conditions for the correct development of the dental clinic

Structure and Content

This Professional Master's Degree MBA in Dental Clinics Administration and Management is a program designed to suit students, which is taught in a 100% online format so that they can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.

A unique program, with a very well-structured agenda, so that you can specialize at your own pace and without complications"

Syllabus

This Professional Master's Degree MBA in Dental Clinics Administration and Management of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, the student will analyze a multitude of practical cases through individual work, achieving a contextual learning that can later be applied to their daily work. It is, therefore, a real immersion in real business situations.

This Advanced Master's Degree MBA in Dental Clinics Administration and Management deals in depth with different areas of the company, and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of leadership and management of dental clinics. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Pillars of Dental Clinic Management
Module 10	Designing Your Dental Clinic
Module 11	Introduction to Marketing
Module 12	Marketing 2.0
Module 13	The Value of Human Capital
Module 14	Team Management
Module 15	Quality and Time Management in the Dental Clinic
Module 16	Purchasing and Storage Management
Module 17	Costs and Finances Applied to Dental Clinics
Module 18	Dental Deontology

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. During the 24 months of training, will be able to access all the contents of this program at any time, which will allow the student to self-manage study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance
1.1.1. Globalization and Trends: Market Internationalization
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.3. Management Roles and Responsibilities

1.3. Business Ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Codes of Ethics and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental, and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organisational Analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate Level Strategy
2.2.2. Types of Corporate Level Strategies
2.2.3. Determining the Corporate Strategy
2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value, and Return on Investments
2.4.2. Methodologies Corporate Strategy
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision, and Values
2.5.2. The Balanced Scorecard
2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy
2.6.1. Implementation Strategy Objectives, Actions and Impacts
2.6.2. Strategic Alignment and Supervision
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
3.2.1. Job Design, Recruitment, and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Competencies and Skills
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing
4.10.1. Banking Business: Current Environment
4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stock Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management(II). Implementation
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs, and Tools
5.5.4. After-Sales Service

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import Processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
6.5.1. Technology-Based Business Models
6.5.2. Innovation Abilities
6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile E-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Strategic Marketing Management
7.2.1. Sources of Innovation
7.2.2. Current Trends in Marketing
7.2.3. Marketing Tools
7.2.4. Marketing Strategy and Communication with Customers

7. 3. Digital Marketing Strategy
7.3.1. Approach to Digital Marketing
7.3.2. Digital Marketing Tools
7.3.3. Inbound Marketing and the Evolution of Digital Marketing

7.4. Sales and Communication Strategy
7.4.1. Positioning and Promotion
7.4.2. Public Relations
7.4.3. Sales and Communication Strategy

7.5. Corporate community
7.5.1. Internal and External Communication
7.5.2. Communication Departments
7.5.3. Communication Managers: Managerial Skills and Responsibilities

7.6. Corporate Communication Strategy
7.6.1. Corporate Communication Strategy
7.6.2. Communication Plan
7.6.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
8.3.1. The Lean Start-up Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
8.3.5. Growth and Loyalty

8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Pillars of Dental Clinic Management

9.1. Introduction to Dental Clinic Management
9.1.1. The Concept of Management
9.1.2. The Purpose of Management

9.2. The Corporate Vision of the Dental Clinic
9.2.1. Definition of a Company: Approach to the Dental Practice as a Service Company
9.2.2. Company Elements Applied to Dental Clinics

9.3. The Figure of the Manager
9.3.1. Description of the Managerial Position in Dental Clinics
9.3.2. Duties of the Manager

9.4. Types of Company Organization
9.4.1. The Owner
9.4.2. The Legal Person as the Owner of a Dental Clinic

9.5. Knowing the Clinical-Dental Sector

9.6. Terminology and Key Concepts in Business Management and Administration

9.7. Current Models of Success of Dental Clinics

Module 10. Designing Your Dental Clinic

10.1. Introduction and Objectives

10.2. Current Situation the Clinical-Dental Sector
10.2.1. National Scope
10.2.2. International Scope

10.3. Evolution of the Clinical-Dental Sector and its Trends
10.3.1. National Scope
10.3.2. International Scope

10.4. Competitive Analysis
10.4.1. Price Analysis
10.4.2. Differentiation Analysis

10.5. DAFO Analysis

10.6. How to Design the Canvas Model of Your Dental Clinic
10.6.1. Customer Segments
10.6.2. Requirements
10.6.3. Solutions
10.6.4. Channels
10.6.5. Value proposition
10.6.6. Income Structure
10.6.7. Cost Structure
10.6.8. Competitive Advantages
10.6.9. Key Metrics

10.7. Method to Validate Your Business Model: Lean Start-up Cycle
10.7.1. Case 1: Validating Your Model at the Creation Stage
10.7.2. Case 2: Application of the Method to Innovate With Your Current Model

10.8. The Importance of Validating and Improving the Business Model of Your Dental Practice

10.9. How to Define the Value Proposition of Our Dental Clinic?

10.10. Mission, Vision, and Values
10.10.1. Mission
10.10.2. Vision
10.10.3. Values

10.11. Defining the Target Patient

10.12. Optimal Location of My Clinic
10.12.1. Plant Layout

10.13. Optimal Staff Sizing

10.14. Importance of a Recruitment Model in Line With the Defined Strategy

10.15. Keys for Defining the Price Policy

10.16. External financing vs. Internal financing

10.17. Strategy Analysis of a Dental Practice Success Story

Module 11. Introduction to Marketing

11.1. Main Principles of Marketing
11.1.1. Basic Marketing Variables
11.1.2. The Evolution of the Concept of Marketing
11.1.3. Marketing as an Exchange System

11.2. New Trends in Marketing
11.2.1. Evolution and Future of Marketing

11.3. Emotional Intelligence Applied to Marketing
11.3.1. What is Emotional Intelligence?
11.3.2. How to Apply Emotional Intelligence in Your Marketing Strategy

11.4. Social Marketing and Corporate Social Liability

11.5. Internal Marketing
11.5.1. Traditional Marketing (Marketing Mix)
11.5.2. Referral Marketing
11.5.3. Content Marketing

11.6. External Marketing
11.6.1. Operational Marketing
11.6.2. Strategic Marketing
11.6.3. Inbound Marketing
11.6.4. E-mail Marketing
11.6.5. Influencer Marketing

11.7. Internal Marketing vs.. External Marketing

11.8. Patient Loyalty Techniques
11.8.1. The Importance of Patient Loyalty
11.8.2. Digital Tools Applied to Patient Loyalty

Module 12. Marketing 2.0

12.1. The Importance of Branding for Differentiation
12.1.1. Visual Identity
12.1.2. The Stages of Branding
12.1.3. Branding as a Differentiation Strategy
12.1.4. Junk Archetypes to Give Your Brand Personality

12.2. The Dental Clinic's Website and Corporate Blog
12.2.1. Keys for an Effective and Functional Website
12.2.2. Choice of the Tone of Voice for the Communication Channels
12.2.3. Advantages of Having a Corporate Blog

12.3. Effective Use of Social Networks
12.3.1. The Importance of Strategy in Social Networks
12.3.2. Automation Tools for Social Networks

12.4. Use of Instant Messaging
12.4.1. The Importance of Direct Communication With Your Patients
12.4.2. Channel for Personalized Promotions or Mass Messages

12.5. The Importance of Transmedia Storytelling in Communication 2.0

12.6. How to Create Databases Through Communication?

12.7. Google Analytics to Measure the Impact of Your Communication 2.0

12.8. Analysis of the Situation
12.8.1. Analysis of the External Situation
12.8.2. Analysis of the Internal Situation

12.9. Establishing Goals
12.9.1. Key Points for Establishing Goals

12.10. Strategy Selection
12.10.1. Types of Strategies

12.11. Action Plan

12.12. Budgets
12.12.1. Budget Allocation
12.12.2. Forecast of Results

12.13. Control and Monitoring Methods

Module 13. The Value of Human Capital

13.1. Introduction to the Management of Human Resources

13.2. Corporate Culture and Work Environment

13.3. The Team
13.3.1. The Dental Team
13.3.2. The Auxiliary Team
13.3.3. Administration and Management

13.4. Organization Chart in Our Dental Clinic
13.4.1. Organization Chart of the Clinic: Hierarchy
13.4.2. Description of the Organization Chart's Departments
13.4.3. Description of the Positions at Each Department
13.4.4. Assigning Tasks for Each Position
13.4.5. Department Coordination

13.5. Introduction to the Labor and Human Resource Management

13.6. Strategies for Adding Human Capital
13.6.1. Strategies for Selecting Staff
13.6.2. Recruitment Strategy

13.7. Remuneration Policies
13.7.1. Fixed Remuneration
13.7.2. Variable Remuneration

13.8. Strategy for Retaining Talent
13.8.1. What is Talent Retention?
13.8.2. Advantages of Retaining Talent in a Dental Clinic
13.8.3. Ways of Retaining Talent

13.9. Strategy for Managing Absences
13.9.1. The Importance of Planning for Managing Absences
13.9.2. Ways of Managing Absences at a Dental Clinic

13.10. The Labor Relationship
13.10.1. The Work Contract
13.10.2. Working Hours

13.11. Recruitment Modalities
13.11.1. Work Contract Types and Modalities
13.11.2. Substantial Modifications of the Work Contract
13.11.3. Ineffectiveness, Suspension and Termination of the Work Contract

13.12. Payroll Management
13.12.1. Consultancy: The Dentist's Intelligent Ally
13.12.2. Social Security Contributions
13.12.3. Withholding of Personal Income Tax

13.13. Legal Regulations
13.13.1. The Social Security System
13.13.2. Social Security Regimes
13.13.3. Registrations and Withdrawals

Module 14. Team Management

14.1. What is Personal Leadership?

14.2. The Importance of Applying the 33% Rule

14.3. Advantages of Implementing a Culture of Leadership at the Dental Clinic

14.4. What Type of Leadership is Better to Manage Your Dental Clinic?
14.4.1. Self-Critical Leadership
14.4.2. Objective-Based Leadership
14.4.3. Value-Based Leadership

14.5. Personal Leadership Skills
14.5.1. Strategic Thinking
14.5.2. The Importance of the Leader's Vision
14.5.3. How To Develop a Healthy Self-Critical Attitude?

14.6. Interpersonal Leadership Skills
14.6.1. Assertive Communication
14.6.2. The Ability to Delegate
14.6.3. Giving and Receiving Feedback

14.7. Emotional Intelligence Applied to Conflict-Solving
14.7.1. Identifying the Basic Emotions Involved in Taking Action
14.7.2. The Importance of Active Listening
14.7.3. Empathy as a Key Personal Skill
14.7.4. How to Identify Emotional Hijacking?
14.7.5. How to Achieve Win-Win Agreements?

14.8. The Benefits of the Organizational Constellation Technique

14.9. Motivational Techniques for Retaining Talent
14.9.1. Recognition
14.9.2. Assigning Responsibilities
14.9.3. Promoting Labor Health
14.9.4. Offering Incentives

14.10. The Importance of Evaluating Performance

Module 15. Quality and Time Management in the Dental Clinic

15.1. Quality Applied to the Treatments Offered
15.1.1. Definition of Quality in Dentistry
15.1.2. Standardizing Processes in the Dental Clinic

15.2. Quality Management Principles
15.2.1. What is a Quality Management System?
15.2.2. Benefits for the Organization

15.3. Quality in Task Performance
15.3.1. Protocols: Definition
15.3.2. Protocols: Purpose of Their Implementation
15.3.3. Protocols: Benefits of Their Implementation
15.3.4. Practical Example: First Visit Protocol

15.4. Tools for Monitoring and Revising Protocols

15.5. Continuous Improvement in Dental Clinics
15.5.1. What is Continuous Improvement??
15.5.2. Phase 1: Consultancy
15.5.3. Phase 2: Learning
15.5.4. Phase 3: Monitoring

15.6. Quality in Patient Satisfaction
15.6.1. Satisfaction Surveys
15.6.2. Applying Satisfaction Surveys
15.6.3. Improvement Reports

15.7. Practical Cases of Quality at the Dental Clinic
15.7.1. Practical Case 1: Protocol for Managing Emergencies
15.7.2. Practical Case 2: Producing a Satisfaction Survey

15.8. Managing Safety and Health a Work in a Dental Clinic
15.8.1. The Importance of defining the Main Tasks in a Dental Clinic
15.8.2. "One Task, One Person Responsible" Productivity Technique
15.8.3. Digital Task Managers

15.9. Standardizing Time in Dentistry Treatments
15.9.1. The Importance of Gathering Time Data
15.9.2. How to Document Time Standardization?

15.10. Research Methodology to Optimize Quality Processes

15.11. Describing a Quality Management Model for Dentistry Services

15.12. Health Audit: Phases

Module 16. Purchasing and Storage Management

16.1. The Importance of an Appropriate Purchasing Plan

16.2. Responsibilities of the Purchasing Duty in a Dental Clinic

16.3. Efficiently Managing our Warehouse
16.3.1. Storage Costs
16.3.2. Safety Inventory
16.3.3. Registering the Incoming and Outgoing of Material

16.4. Stages in the Process of Purchasing
16.4.1. Searching for Information and Suggesting Alternatives
16.4.2. Evaluation and Decision Making
16.4.3. Follow-Up and Monitoring

16.5. Ways of Running Accounts and Account Management
16.5.1. Adjusting Order Types to Our Needs
16.5.2. Risk Management

16.6. Relationship With the Supplier
16.6.1. Types of Relationships
16.6.2. Payment Policy

16.7. Negotiations in Purchases
16.7.1. Necessary Knowledge and Skills
16.7.2. Stages in the Negotiation Process
16.7.3. How to Negotiate Successfully

16.8. Quality in Purchases
16.8.1. Benefits for the Clinic as a Whole
16.8.2. Measuring Parameters

16.9. Indicators of Efficiency

16.10. New Trends in Purchase Management

Module 17. Costs and Finances Applied to Dental Clinics

17.1. Basic Principles of Economy

17.2. The Balance Sheet
17.2.1. Structure of the Balance Sheet
17.2.2. Assets
17.2.3. Liabilities
17.2.4. Net Assets
17.2.5. Interpreting the Balance Sheet

17.3. Results Research
17.3.1. Structure of the Income Statement
17.3.2. Interpreting the Income Statement

17.4. Introduction to Cost Accounting

17.5. Benefits of Its Implementation

17.6. Fixed Costs in the Dental Clinic
17.6.1. Establishing Fixed Costs
17.6.2. Fixed Costs of a Typical Dental Clinic
17.6.3. Cost/Hour of the Professional

17.7. Variables Costs in the Dental Clinic
17.7.1. Establishing Variable Costs
17.7.2. Variables Costs of a Typical Dental Clinic

17.8. Cost/Hour of a Dental Clinic

17.9. Treatment Costs

17.10. Benefit of the Treatment

17.11. Pricing Strategy

17.12. Introduction to Regression Analysis

17.13. Invoices and Other Payment Documents
17.13.1. The Invoice: Meaning and Minimum Content
17.13.2. Other Payment Documents

17.14. Managing Collections and Payments
17.14.1. Administrative Organization
17.14.2. Managing Collections and Payments
17.14.3. The Treasury's Budget
17.14.4. ABC Analysis of Patients
17.14.5. Unpaid Receivables

17.15. Modes of External Financing
17.15.1. Bank Financing
17.15.2. Leasing
17.15.3. Differences Between Leasing and Renting
17.15.4. Discounts on Commercial Items

17.16. Analysis of the Liquidity of Your Clinic

17.17. Analysis of the Profitability of Your Clinic

17.18. Debt Analysis

Module 18. Dental dentistry

18.1. Basic Concepts
18.1.1. Definition and objectives
18.1.2. Scope of Application
18.1.3. Clinical Act
18.1.4. The Dentist

18.2. General Principles
18.2.1. The Principle of Equality Among Patients
18.2.2. Priority of the Patient's Interests
18.2.3. Vocational Duties of the Dentist

18.3. Patient Care
18.3.1. Dealing With the Patient
18.3.2. Underage Patients
18.3.3. The Practitioner's Freedom of Choice
18.3.4. The Freedom to Accept or Reject Patients

18.4. Medical History

18.5. Patient Information
18.5.1. The Patient's Right to Clinical Information
18.5.2. Informed Consent
18.5.3. Clinical Reports

18.6. Professional Secrecy
18.6.1. Concept and Content
18.6.2. Extension of the Obligation
18.6.3. Exceptions to Professional Secrecy
18.6.4. Computer Files

18.7. Advertising
18.7.1. Basic Requirements of Professional Advertising
18.7.2. Mentioning Titles
18.7.3. Professional Advertising
18.7.4. Actions with a Possible Advertising Effect

07
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

"
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

> " *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.
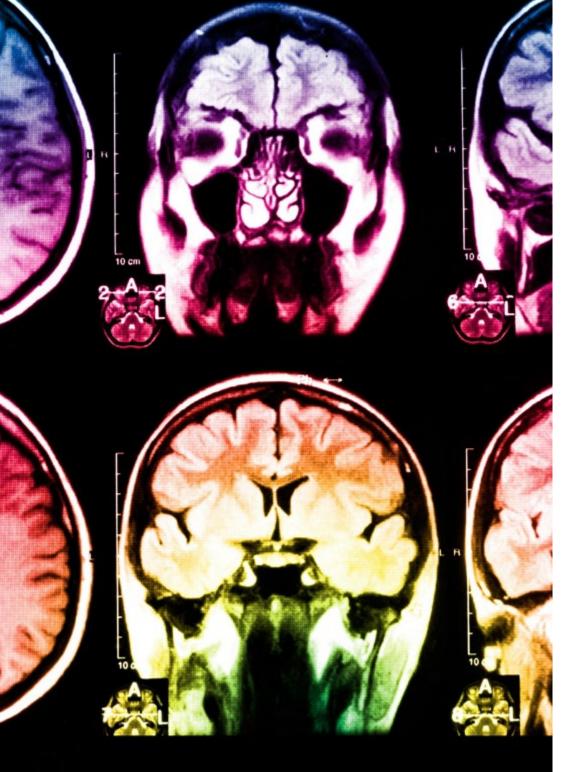
01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and relearn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent elearning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

This Professional Master's Degree MBA in Dental Clinics Administration and Management is a program aimed at professionals with extensive experience, who want to update their knowledge and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities, make up the multidisciplinary approach of this program, which is a plus of quality in these times, where internationalization marks the way forward for all sectors.

" *A program aimed at professionals with experience in the sector, who wish to increase their training and improve their daily practice"*

Average Age

Between **35** and **45** years old

Years of Experience

Over 15 years **23%**

Up to 5 years **21%**

From 10 to 15 years **31%**

From 5 to 10 years **25%**

Training

Economics and Business **21%**

Dentistry **27%**

Dental Assistant **22%**

Health Sciences **17%**

Others **13%**

Academic Profile

Dentist **32%**

Clinic Director **28%**

Financial Managers **18%**

Welfare Professionals **12%**

Others **10%**

Geographical Distribution

USA **12%**

Spain **38%**

Mexico **18%**

Colombia **5%**

Argentina **10%**

Chile **7%**

Peru **4%**

Others **6%**

Ms. Elena Jiménez

Director of a dental clinic

"This Professional Master's Degree MBA in Dental Clinic Management has given me the opportunity to specialize in this exciting field, combining it with the rest of my daily duties This has been the step I needed to give my career a boost and, thanks to this, today I run my own dental practice"

Impact on Your Career

TECH Technological University is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment for the students and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this reason, it puts all its efforts and tools at the disposal of its students so that they may acquire the necessary skills and abilities and skills that will enable them to achieve this change.

"

TECH will help you to generate a positive change in your profession"

Are you ready to take the leap?
Excellent professional development awaits you

This Professional Master's Degree MBA in Dental Clinics Administration and Management of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its main objective is to promote your personal and professional growth helping achieve success

Therefore, those who wish to improve themselves, achieve a Generating Positive Change at a professional level and interact with the best, will find their place at TECH.

A unique program to improve your training in this field.

Achieve the promotion you desire by improving your competitiveness with the completion of this program.

When the change occurs

During the program	During the first year	After 2 years
15%	**55%**	**30%**

Type of change

Internal Promotion **37%**

Change of Company **40%**

Entrepreneurship **23%**

Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10

Benefits for Your Company

This Professional Master's Degree MBA in Dental Clinics Administration and Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing the training of the students and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

"

It brings to the company a new business vision"

Developing and retaining talent in companies is the best long-term investment.

01 Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02 Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03 Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04 Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of the world economy.

05 Project Development

The manager will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

06 Increased competitiveness

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

This Advanced Master's Degree in MBA in Dental Clinics Administration and Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Advanced Master's Degree in Dental Clinic Management and Direction** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by TECH Technological University will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Advanced Master's Degree MBA in Dental Clinics Administration and Management**

Official N.º of Hours: **3,000 h.**

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tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE

in

MBA in Dental Clinics Administration and Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Advanced Master's Degree MBA in Dental Clinics Administration and Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR	178	CO	2º	Designing Your Dental Clinic	166	CO
1º	Strategic Direction and Executive Management	166	CO	2º	Introduction to Marketing	166	CO
1º	People and Talent Management	166	CO	2º	Marketing 2.0	166	CO
1º	Economic and Financial Management	166	CO	2º	The Value of Human Capital	166	CO
1º	Operations and Logistics Management	166	CO	2º	Team Management	166	CO
1º	Information Systems Management	166	CO	2º	Quality and Time Management in the Dental Clinic	166	CO
1º	Commercial Management, Marketing, and Corporate Communication	166	CO	2º	Purchasing and Storage Management	166	CO
				2º	Costs and Finances Applied to Dental Clinics	166	CO
1º	Innovation and Project Management	166	CO	2º	Dental Deontology	166	CO
1º	Pillars of Dental Clinic Management	166	CO				

Tere Guevara Navarro
Dean

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*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

tech technological university

Advanced Master's Degree
MBA in Dental Clinics
Administration and Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Advanced Master's Degree

MBA in Dental Clinics Administration and Management

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